

Corporate Communication (CCOM)

CCOM 2000 Corporate Communication Principles (3 credits)

Offers an introduction to contemporary issues in corporate communication. Traces the history of the corporation and examines its relationship to contemporary issues in society. Explores concepts such as corporate voice, corporate identity construction, mission and branding. Considers the way in which communication is vital to both the day-to-day operations of the corporation and the corporation's ability to achieve its overall mission.

Level of Study: Undergraduate

Marquette Core Curriculum: SSC Basic Needs & Justice

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=CCOM%202000>)

CCOM 3250 Corporate Writing (3 credits)

Takes a practical and analytical approach to the development of content and style in corporate communication. Emphasis on the development of effective writing skills for clear, concise and audience-centered business documents. Additional focus on correct communication in corporate practice as related to corporate image and identity.

Prerequisite: CCOM 2000 and ADPR 2200; or cons. of instr.

Level of Study: Undergraduate

Marquette Core Curriculum: Writing Intensive

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=CCOM%203250>)

CCOM 4700 Corporate Advocacy (3 credits)

Apply concepts from corporate communication and rhetorical criticism to analyze how organizations use symbols to develop organizational culture, manage organizational impressions, manage crises, and advocate for particular positions. Builds abilities to critically think about and analyze the persuasive messages of organizations.

Prerequisite: CCOM 2000 and CMST 3200.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=CCOM%204700>)

CCOM 4750 Ethics and Corporate Social Responsibility (3 credits)

Explores various approaches to ethical decision-making and applies them to diverse aspects of strategic communication in professional settings. Students are exposed to a variety of ethical perspectives in theoretical contexts and learn to apply these theoretical concepts to professional situations. Analyzes the social responsibilities of corporations by exploring questions such as: What sorts of public communication practices are commonly taken to hinder or promote corporate social responsibility? What are the ethical implications for civic life of corporations' internal communication practices? How do corporations manage their ethical relations with communities, nongovernmental organizations and other stakeholders?

Prerequisite: CCOM 2000, CCOM 3250, CMST 3200 and CCOM major; PURE 1800, PURE 3600, PURE 3800 and PURE major; or cons. of instr.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=CCOM%204750>)

CCOM 4931 Topics in Corporate Communication (3 credits)

Focuses on a specific topic in Corporate Communication each term.

Prerequisite: CCOM 2000.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=CCOM%204931>)

CCOM 4986 Corporate Communication Internship (0-3 credits)

Provides students with the opportunity to apply theories, skills and techniques in a real-world corporate communication setting. 0 credit is SNC/UNC grade assessment; 1-3 credits is S/U grade assessment.

Prerequisite: CCOM 2000 and cons. of dept. ch. Consent required.

Level of Study: Undergraduate

Marquette Core Curriculum: Engage Social Systems & Values 2

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=CCOM%204986>)

CCOM 4995 Independent Study in Corporate Communication (1-3 credits)

Independent study with a faculty member centered on a particular topic in corporate communication.

Prerequisite: CCOM 2000, CCOM 3250.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=CCOM%204995>)

CCOM 5700 Corporate Advocacy (3 credits)

Apply concepts from corporate communication and rhetorical criticism to analyze how organizations use symbols to develop organizational culture, manage organizational impressions, manage crises, and advocate for particular positions. Builds abilities to critically think about and analyze the persuasive messages of organizations.

Prerequisite: CMST 6200 or cons. of graduate dir.

Level of Study: Graduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=CCOM%205700>)

CCOM 5750 Ethics and Corporate Social Responsibility (3 credits)

Explores various approaches to ethical decision-making and applies them to diverse aspects of strategic communication in professional settings. Students are exposed to a variety of ethical perspectives in theoretical contexts and learn to apply these theoretical concepts to professional situations. Analyzes the social responsibilities of corporations by exploring questions such as: What sorts of public communication practices are commonly taken to hinder or promote corporate social responsibility? What are the ethical implications for civic life of corporations' internal communication practices? How do corporations manage their ethical relations with communities, nongovernmental organizations and other stakeholders?

Prerequisite: CMST 6200 or cons. of prog. dir.

Level of Study: Graduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=CCOM%205750>)

CCOM 6300 Financial Communication and Investor Relations (3 credits)

Examines the intersection of corporate communication theory, financial markets and investor relations. Prepares students to analyze flow of investment in corporate strategy from a communication perspective. Discussions focus on understanding financial markets, investors, creditors and other stakeholders. Focuses on assessing communication needs relative to finance and investors and developing effective communication strategies. Topics include: communication of shareholder value, the role of the IR professional, corporate governance, shareholder activism and regulation of financial communication and investor relations.

Level of Study: Graduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=CCOM%206300>)

CCOM 6700 Corporate Advocacy (3 credits)

Provides the opportunity to analyze how organizations use symbols to develop and maintain organizational culture, manage organizational impressions, manage crises and advocate for particular positions using a combination of concepts from organizational communication, rhetorical criticism and public relations. Designed to build abilities to critically think about and analyze the persuasive messages of organizations. Explores roles, uses and theories of rhetoric in organizational life. By learning how to analyze examples of organizational advocacy, students are better prepared to responsibly and effectively create those messages.

Level of Study: Graduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=CCOM%206700>)

CCOM 6750 Corporate Social Responsibility (3 credits)

Explores the key concepts, issues and challenges of corporate social responsibility (CSR) as a growing field of organizational study as well as corporate communication. Building upon the management literature, it explores theories of CSR with a strategic and process-oriented approach, then examines the discourse and practices of companies engaged in CSR efforts.

Level of Study: Graduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=CCOM%206750>)